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Maclean's



CANADA'S
NATIONAL
MAGAZINE

•
TORONTO
SEPTEMBER 1
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In This Issue:

The Famous Naval Writer

"BARTIMEUS"

Dramatizes the human
story behind the sinking
of the

BISMARCK

Read

"OPERATION Z"



Cover: The R.C.N.V.R. Ratings
in training. A natural color photo-
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Scott Malcolm.



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AND MORE EFFECTIVE ARMS**

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Propaganda

EVIDENCE is multiplying that Canada has yet to learn how to fight an effective war on the propaganda front.

Apparently many Canadians—some of them in positions of high authority—still think of propaganda as being some sort of sinister weapon which it is not quite worth to use.

Propaganda is no sinister. It is a matter which it takes the form of an agency by which to undermine our men or others (such as the enemies of our cause): the substance of our strategy or will to victory. It can be neither when it is used by government to assist the truth from its own people.

But propaganda which takes the form of objective statement of fact is a vital weapon in the arsenal of modern war. The one effective weapon in the enemy's hand is the truth.

But truth, to be effective, must be made known. And the substance is that we will have a long way to go toward establishing the truth about Canada's war effort even in an isolated country in the United States.

Recent evidence bearing on the point comes from L. B. Shapira, Washington correspondent of the Montreal Globe. He, as a representative of Mr. Shapira's is a list of events which occurred in the propaganda front in Washington in one week.

1. The Washington News published a letter complaining that Canada has not a single ship's antiaircraft service. The letter was printed by the paper's editorial committee.
2. Dr. Gregory Messin, head of New York's School of Journalism, told the U.S. Senate Military Affairs Committee that young Canadians get four months of training and are called upon for nothing else.
3. John L. Lewis told the Senate and House Committees of the House of Representatives that "Canada is in the war but she is badly divided about it."
4. Challenge on the floor of the Senate by Senator Bailey to compare United States anti-air policy with Canada's Senator Robert O. Thomas. Admission of an optimism, surrounded with the words: "This has been on the spot."
5. Following this challenge, Senator Claude Pepper confessed to Mr. Shapira that he was "lazy on Canada's military policy."
6. The Washington Post published a letter, signed in part: "I wonder how many people

are aware of the amazing fact that up to now Canada has had only thirty days of military training, and that Canadian war airplanes are sent to England only for cash, no 'lend lease' for them." The letter was published by the paper without comment.

The point of all this is not that the statements in regard of our war effort were patently false, but that they were not refuted by those who would have jumped to correct them if they knew the facts. The statements were read or heard by two editors of nationally known newspapers and more than a hundred Representatives and Senators of whom would have been eager to give the lie to them had they known them to be untrue.

But the statements were not challenged because those who heard them did not know whether they were true or false.

The American public as being constantly bombarded by lying German propaganda which has definite strategic purpose—the misdirection of both in the Allied cause and the strengthening of those defeatist forces which would ultimately lead to that cause. This propaganda is being shifted up with such effect that our last troops, many of them in high authority, are misled as to the facts.

Who is to blame?

Surely, no one but ourselves.

It would not be correct to say that Ottawa is not aware of the problem or has done nothing about it. Much has been done in an attempt to meet it, but obviously that "much" is not enough.

We have yet to learn how to fight an effective war on the propaganda front.

Pipequak Voice

ONE aspect of the propaganda front in which this country could do more than it has done is that of short-wave radio broadcasting.

Present and feasible have long since reached the average importance of the radio weapon. Day in and day out, night after night, the war of words, through the ether in battle which rages the globe.

Germany, with an estimated eight short-wave transmitters of its own, is also using the powerful short-wave facilities of France, Holland, Norway, Belgium. Italy has six high-powered stations, three of them of 100 kilowatts. Japan has just

announced the construction of two new 10-kilowatt transmitters. And propaganda is heavier on the air waves now than 180 days ago.

Britain has at least seven long-range stations in operation, a reported 111,000,000 a year in its broadcast broadcasting.

The United States, last in the field, now has a battery of thirteen stations of 50 kilowatts or more, two of them of 100 kilowatts. These are now broadcasting throughout the world in nine different languages.

Canada has one experimental short-wave station—CIBW-Y at Verdun, Quebec—with power of only several hundred kilowatts. Direct toward the west it has been based in Australia, but its power falls far short of the average 100 kilowatts regarded as necessary for efficient international broadcasting.

In the winter of air waves, war the voice of Canada as a propaganda weapon speaking to the horizon against dominating battles of Big Britain.

Why, then, should it be as an act of authority has been to explain.

Some of the parliamentary committees have been told over and over that the Dominion must do more to fight. It is rightly reported that some have altered the network of war stations of the Government's radio stations recommended the purchase of a 10 kilowatt transmitter then available in the United States. The station was not bought. Not till early in 1941 did we acquire the CIBW-Y transmitter which renders our only equipment for direct short-wave broadcasting.

Our result of this campaign on the air is that when Premier Mackenzie spoke in Prime Minister in 1940, the broadcast had to be transmitted through a U.S. station. Other Canada's go gone down for listeners in Great Britain have had to be indirectly received. We should be grateful to the U.S. for this in operation but we should also remember that in the long run the country can maintain its ability on the air only by spending its own facilities.

That Dominion happens to be the only considerable body of the Empire which is not in the air. As Mr. Mackenzie would be able to broadcast the truth about the Empire's war effort, the truth about our own effort, to other Americans. To the British in the West Indies. To the millions in South America where the battle of the air waves is on.

But we haven't the means.
Why?



WILLIAM BLISS

A large gathering of people took place in the park (above) after the election. But the crowd does not seem to have been as large as it was.

Pattern for Victory

With Russia in, the pattern is a crazy quilt but the outlook is overwhelmingly changed for the better, says

DOUGLAS REED

SINCE I wrote my book article last March on the political life of the new Russian government, I have been asked to write a sequel. I have been asked to write a sequel to my book article last March on the political life of the new Russian government, I have been asked to write a sequel. I have been asked to write a sequel.

That's right, it's 1991. But I have been asked to write a sequel to my book article last March on the political life of the new Russian government, I have been asked to write a sequel. I have been asked to write a sequel.

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gave us a sense of order and respect for the rule of law.

The transformation in the picture of the new Russian government is not a simple one. It is a complex one. It is a transformation that is not a simple one. It is a complex one. It is a transformation that is not a simple one.

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WHAT GOES ON HERE

RENÉE ATLEE Speaking

Says this observer: We'd fight a better war if we knew what sort of nation we wanted to make of Canada

This is our chance to do what we want to do. The new Canadian government is not a simple one. It is a complex one. It is a transformation that is not a simple one.

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RENÉE ATLEE

on the issue of environmental problems and on other issues of our time. The new Canadian government is not a simple one. It is a complex one. It is a transformation that is not a simple one.

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THE STORY OF THE TELEPHONE



An Idea Grows... And Grows

■ Regarded at first as an obsolete phenomenon... and an annoying toy... the telephone, by 1892, was well on its way to becoming a household commodity. An inventor named Alexander Graham Bell created a transmitter which was a great improvement over earlier types... and many independent telephone companies began to spring up—sometimes two or more in one city. It was considered a great wonder that any telephone subscriber could be placed in direct communication with any other subscriber in the same community. At yet, no one thought much about the possibility of using this new device to do other things. Today, a coast-to-coast telephone service exists... and conversations will be quick and clear. The continuous advance of the Trans-Canada Telephone System made this service possible.



**TRANS-CANADA
TELEPHONE SYSTEM**

Owned and Operated by:

AGENTS GOVERNMENT TELEPHONES
BELL TELEPHONE COMPANY OF CANADA
BRYCE COLUMBIA TELEPHONE COMPANY
DEPARTMENT OF TELEPHONE MANAGEMENT
MONTREAL TELEPHONE SYSTEM
NATIONAL TELEGRAPH AND TELEPHONE COMPANY
NEW BRUNSWICK TELEPHONE COMPANY

Continued on page 100, September 1, 1960

Quiz

Answers on page 102

2. (a) Get me personal under water by radio device.
(b) Withhold it from competitors.
(c) How (That is, originally, it is not a synonym for the American word known as the British word).
(d) Take it to and sell the design of a wireless telephone.
(e) Its transmission.
3. (a) Cady.
(b) Professor (Columbian's name).
(c) Hebraicisms.
(d) Chaucer.
(e) Shakespeare (Romeo and Juliet).
4. (a) One who receives law a lawyer or a communication for which the general public is expected to pay.
(b) A fee or money.
(c) Debt, especially, including, and in satisfying, duty or justice; or any verbal acknowledgment.
(d) Without fault or exception.
(e) Every fourth, for a selling, and each telephone is listed in when and called).
5. (a) Filled.
(b) Italy.
(c) France.
(d) Romania.
(e) France.
6. (a) Myth ("Powers the Gods of Mount").
(b) Jupiter.
(c) December 18.
(d) May (Old, 1920).
(e) November ("The Fifth").
7. (a) Lily Pons.
(b) Scarcity.
(c) Queen Victoria.
(d) The great Orpheus.
(e) Mary Pickford.
8. (a) James, the two-faced Roman god.
(b) Mars, Roman god of war.
(c) John, the mother of Mary.
(d) The John family of which John Carter was a member.
(e) Agriculture, Ceres.
9. (a) Young.
(b) Five.
(c) It is estimated that there are about 1,000 million.
(d) 12.
(e) Eighty-eight.
10. (a) Creating two children.
(b) Begging in the street.
(c) Eating a bone.
(d) Selling goods, probably from a house or barn.
(e) Organizing musical events, carnival.
11. (a) John Brown.
(b) Elizabeth Taylor.
(c) Josephine Baker.
(d) B. C. Brown.
(e) Emma Gray.
12. (a) To accept.
(b) Unwashed.
(c) "Penny" member.
(d) New 14 (10).
(e) Dead.
(f) A day.
13. (a) The closing line of the Northern and Southern States of U.S.A.
(b) Light Opera.
(c) Comedy, opera and satire.
(d) A joint page in British history in the Seventeenth Century.
(e) Greek village.
14. (a) Paper that swept Europe in the Middle Ages.
(b) Emblem of Poetry.
(c) Indeed the letters Europe and Asia.
(d) Remains of the British Army (1841-1842).
(e) Maps, especially world maps.
15. (a) One who remains not, turned in which course is found.
(b) Significant at top of every story, regulation made by local authority.
(c) Food in stage between egg and page, the first from a village.
(d) Food with visible satisfaction from which visitors find in construction of justice.
(e) Spring, like a prodigious line.
16. (a) John.
(b) The Duke of Wellington.
(c) David Lloyd.
(d) Major Leighton of New York.
(e) Ben Hur, religious leader.
17. (a) Support.
(b) Silver position.
(c) President or captain.
(d) Bruce.
(e) Fulcrum.
18. (a) Certain.
(b) U.S.A.
(c) Rome.
(d) Italy.
(e) France.
19. (a) Surely, He fell on his sword.
(b) Struck at a tavern host.
(c) Drink poison.
(d) Betrayed.
(e) Opposed when, H.M.S. Albatross, about 1874.
(f) The defense, June 17, 1744.
20. (a) Supposed to be who thinks and at it.
(b) I never.
(c) Out of map; eye.
(d) Got out the light.
(e) Another Ask was in the line of translation of the Mary, Lady's Mary, Caroline, whose trademark is a.
21. (a) London, England.
(b) Chicago.
(c) Paris.
(d) Edinburgh.
(e) New York.

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Snapshots will keep you close to loved ones in your camera. Send him the news of his home in the background. Send him the news of his home in the background. Send him the news of his home in the background.

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Accepted mailing for the film with the code mark KODAKA film has Kodak Film in right for Canada. Verichrome 35 mm film in Canada.

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ALIGHT riding on a Vancouver 1981 was...
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Canada's favorite
 WHOLE WHEAT Cereal
 ... DELICIOUS WITH LUSCIOUS PEACHES



Thousands of Canadian families enjoy this luscious whole wheat toast during the peach season. It's a delightful, refreshing meal on a summer morning... and something more besides.

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 AT YOUR FOOD STORE

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Work
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